

Rep Order# 6852078 Ver# 5 Status Revised Traffic Order# 106562

Printed: 09/13/2012 10:07 AM
Last Received: 09/13/2012 9:36 AM
Showing Buylines: All Lines

Station KSNV-TV LAS VEGAS, NV.
Advertiser () PATRIOT MAJORITY US
Product Issue
Estimate# 1770
Buyer Sarah Levene
Phone#
Fax#

Agency () WATERFRONT STRATEGIES
3050 K ST NW
WASHINGTON, DC 20007
Agency C/P1/P2/E 84/91/1770
Flight Dates 09/13/2012 - 09/22/2012
Hiatus Weeks

Rep Firm
Sales Office () PHILADELPHIA
Salesperson () AMY MCCREARY
Salesperson Phone# 215-568-6540
Salesperson FAX# 215-568-1845

--- CONTRACT COMMENT ---

SC=*

--- REMARKS ---
REV TP LINE 7
PLEASE CNF
THANKS

LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	1	TH-F,M-W	5A-6A	WAKE UP WITH THE WAGNERS	:30	\$600.00	09/13-09/19	5	1	5	\$3,600.00	
							09/20-09/26	1	1	1		
	2	TH-F,M-W	6A-7A	WAKE UP WITH THE WAGNERS	:30	\$1,000.00	09/13-09/19	2	1	2	\$2,000.00	
	3	TH-F,M-W	7A-9A	TODAY SHOW	:30	\$1,500.00	09/13-09/19	5	1	5	\$7,500.00	
	4	SA	6A-7A	NEWS 3 AT SUNRISE NO PROGRAM 7/7,	:30	\$350.00	09/15-09/15	1	1	1	\$350.00	
	5	SA	9A-930A	NEWS 3 TODAY/WKEND	:30	\$500.00	09/15-09/15	1	1	1	\$500.00	
	6	SU	7A-8A	TODAY ON SUNDAY	:30	\$625.00	09/16-09/16	1	1	1	\$625.00	
	*7	SU	930P-10P	CHRIS MATTHEWS SHOW	:30	\$500.00	09/16-09/16	1	1	1	\$500.00	
		Sales Remark: V5 REV TP										
		V5 Time Changed, Comment Changed										
	8	TH,SU-W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/13-09/19	3	1	3	\$600.00	
	9	TH,M-W	430A-5A	WAKE UP EARLY W/THE WAGNERS	:30	\$200.00	09/20-09/26	1	1	1	\$200.00	
	10	TH-F,M-W	9A-10A	TODAY SHOW II	:30	\$900.00	09/13-09/19	3	1	3	\$2,700.00	

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LT	Ln	Day	Time	Program	Len	Rate	Dates	Spots/Week	# of Weeks	Total Spots	Total Cost	Daypart
	11	TH-F,M-W	11A-12P	RACHEL RAY	:30	\$325.00	09/13-09/19	3	1	3	\$975.00	
	12	TH-F,M-W	12P-1230P	NEWS 3 AT NOON	:30	\$425.00	09/13-09/19	4	1	4	\$2,125.00	
	13	TH-F,M-W	3P-4P	DR. PHIL	:30	\$450.00	09/13-09/19	4	1	4	\$2,250.00	
	14	TH-F,M-W	4P-430P	FIRST NEWS 3 AT FOUR	:30	\$700.00	09/13-09/19	4	1	4	\$2,800.00	
	15	TH-F,M-W	430P-5P	NEWS 4 AT 430P	:30	\$700.00	09/13-09/19	4	1	4	\$2,800.00	
	16	TH-F,M-W	5P-630P	EARLY NEWS	:30	\$1,200.00	09/13-09/19	12	1	12	\$15,600.00	
	17	SA	5P-630P	KSNV EARLY NEWS	:30	\$650.00	09/15-09/15	1	1	1	\$650.00	
	18	SU	5P-630P	KSNV EARLY NEWS	:30	\$0.00	09/16-09/16	0	0	0	\$0.00	
	19	TH-F,M-W	630P-7P	JEOPARDY	:30	\$1,300.00	09/13-09/19	4	1	4	\$5,200.00	
	20	TH-F,M-W	7P-730P	WHEEL OF FORTUNE	:30	\$1,300.00	09/13-09/19	4	1	4	\$6,500.00	
	21	M	8P-10P	THE VOICE	:30	\$6,000.00	09/17-09/17	1	1	1	\$6,000.00	
	22	W	8P-9P	ANIMAL/GUYS	:30	\$2,400.00	09/19-09/19	1	1	1	\$2,400.00	
	23	SU	515P-830P	SUN NITE FBALL	:30	\$10,000.00	09/16-09/16	1	1	1	\$10,000.00	
	24	TH-F,M-W	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/13-09/19	3	1	3	\$3,300.00	
	25	SA	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/15-09/15	1	1	1	\$1,100.00	

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	26	SU	11P-1135P	NEWS 3 NIGHTSIDE	:30	\$1,100.00	09/16-09/16	1	1	1	\$1,100.00	
	27	TH-F,M-W	1135P-1235A	TONIGHT SHOW W/ JAY LENO	:30	\$700.00	09/13-09/19	2	1	2	\$1,400.00	

---REPORT TOTALS---

Report Totals: 78 / \$82,775.00

---SALES MONTHLY TOTALS---

Sep 12: 78 / \$82,775.00
Sales Totals: 78 / \$82,775.00
Station Totals: 78 / \$82,775.00
Lines not sent/rcld/rtrn: 0 / \$0.00

---COMPETITIVE---

Market Totals	\$304,320	CATV 0%	KBLR 0%	KINC 0%	KLAS 24%	KSNV 27%
		KTNV 23%	KTUD 0%	KVCW 2%	KVMY 4%	KVVU 19%
		XXXX 0%				

---COMPETITIVE COMMENTS---

EST SHARES

Books NOV12
Demos RA35+

---CREDIT RISK---
CASH IN ADVANCE